

ORDER



Orders
Order / Rev: 703653
Alt Order #: 06258978
Product Desc: RNC-ROMNEY
Estimate: 3
Flight Dates: 08/01/12 - 08/07/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney, M/ RNC
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/07/12	91	\$189,550.00	\$161,117.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	91	\$189,550.00	\$161,117.50	0.00
Totals	91	\$189,550.00	\$161,117.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/01/12	08/02/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-- WT---	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-- WT---					2	\$1,000.00		0.00			
2	WKYC	08/01/12	08/03/12	M-F 7-9a Today Today Show	CM	7a-9a	-- WTF--	:30	6	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-- WTF--					6	\$1,000.00		0.00			
3	WKYC	08/06/12	08/07/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----					4	\$1,000.00		0.00			
4	WKYC	08/01/12	08/03/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-- WTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-- WTF--					3	\$450.00		0.00			
5	WKYC	08/06/12	08/07/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----					2	\$450.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	08/06/12	08/07/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday	MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	4		\$600.00		0.00						
7	WKYC	08/06/12	08/07/12	M-F 5-6p News (Olympics) M-F 5-6p News (Olympics)	CM	M-F 5-6P	MT-----	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	4		\$1,000.00		0.00						
8	WKYC	08/01/12	08/03/12	M-F 5-6p News (Olympics) M-F 5-6p News (Olympics)	CM	M-F 5-6P	--WTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	3		\$1,000.00		0.00						
9	WKYC	08/01/12	08/03/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	6	\$2,500.00	P-2	0.00	NM	6	\$15,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	6		\$2,500.00		0.00						
10	WKYC	08/06/12	08/07/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	4	\$2,500.00	P-2	0.00	NM	4	\$10,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	4		\$2,500.00		0.00						
11	WKYC	08/06/12	08/07/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT-----	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	4		\$1,400.00		0.00						
12	WKYC	08/01/12	08/03/12	Olympics Zone Olympics Zone	CM	Olympics Zone	--WTF--	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	3		\$2,500.00		0.00						
13	WKYC	08/01/12	08/03/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	--WTF--	:30	3	\$7,500.00	P-2	0.00	NM	3	\$22,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	3		\$7,500.00		0.00						
14	WKYC	08/06/12	08/07/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	MT-----	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	2		\$7,500.00		0.00						
15	WKYC	08/01/12	08/03/12	Olympic Late News Olympic Late News	CM	12x-12:35x	--WTF--	:30	6	\$2,800.00	P-2	0.00	NM	6	\$16,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	6		\$2,800.00		0.00						
16	WKYC	08/06/12	08/07/12	Olympic Late News Olympic Late News	CM	12x-12:35x	MT-----	:30	4	\$2,800.00	P-2	0.00	NM	4	\$11,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	4		\$2,800.00		0.00						
17	WKYC	08/06/12	08/07/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MT-----	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	4		\$650.00		0.00						
18	WKYC	08/01/12	08/03/12		CM	5a-6a	--WTF--	:30	6	\$650.00	P-2	0.00	NM	6	\$3,900.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-6a Channel 3 News @ 5AM											
				2X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	6		\$650.00		0.00						
19	WKYC	08/04/12	08/04/12	630A-7A Chris Matthews Show	CM	630a-7a	-----S-	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S-	2		\$400.00		0.00						
20	WKYC	08/04/12	08/04/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$900.00	P-2	0.00	NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S-	2		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		SAT TDY	7a-9a		-----Sa--	:30		(\$900.00)		0.00	NM		
See MG 20.3,20.4															
2	NKYC	07/30/12-08/05/12		SAT TDY	7a-9a		-----Sa--	:30		(\$900.00)		0.00	NM		
See MG 20.3,20.4															
3	NKYC	07/30/12-08/05/12		EN (Sa-Su)	6P-7P Sa/Su		-----SaSu	:30		\$0.00		0.00	NM		
Ⓜ MG for 20.1,20.2															
\$0 per JM															
4	NKYC	07/30/12-08/05/12		EN (Sa-Su)	6P-7P Sa/Su		-----SaSu	:30		\$0.00		0.00	NM		
Ⓜ MG for 20.1,20.2															
\$0 per JM															
21	WKYC	08/04/12	08/04/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend (9:00 AM-6:00 PM)	-----S-	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S-	4		\$1,800.00		0.00						
22	WKYC	08/04/12	08/04/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	-----S-	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S-	2		\$7,500.00		0.00						
23	WKYC	08/05/12	08/05/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend	-----S	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S	4		\$1,800.00		0.00						
24	WKYC	08/05/12	08/05/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S	2		\$1,800.00		0.00						
25	WKYC	08/05/12	08/05/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	-----S	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S	2		\$7,500.00		0.00						
26	WKYC	08/05/12	08/05/12	Olympic Late News Olympic Late News	CM	12x-12:35x	-----S	:30	2	\$2,800.00	P-2	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S	2		\$2,800.00		0.00						
27	WKYC	08/04/12	08/04/12	Olympic Late News Olympic Late News	CM	12x-12:35x	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S-	1		\$1,400.00		0.00						
													Totals	91	\$189,550.00